



WCPO

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## ORDER

Print Date 08/17/12

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Flight Dates 10/17/12-11/05/12

Order Sep 00:20:00

Contract / Revision 308210 /

Product

Estimate #

Original Date / Revision

Candidate. Donovan-Fischer/Rep./

Alt Order #

08/16/12 08/16/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type GENERAL

Advertiser Donovan - Fischer / Rep / St

Billing Cycle EOM/EOC

37 W. Broad Street, Suite 325  
Columbus, OH 43215

Billing Calendar BROADCAST

Agency Communications Council In

Demographic A35+

Buying Contact

Rev Codes POL POL CAND

Sales Office EWSDC

Product Codes PL

Sales Region NAT

Priority P-1

37 W. Broad Street, Suite 325  
Columbus, OH 43215

Agency Ref

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$21,845.00	\$25,700.00	0.00	10/01/12	10/28/12	28	\$21,845.00	\$25,700.00
November 2012	20	\$15,895.00	\$18,700.00	0.00	10/29/12	11/05/12	20	\$15,895.00	\$18,700.00
Totals	48	\$37,740.00	\$44,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	10/17/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	6	\$900.00	P-1	0.00	NM	28	\$25,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					6	\$900.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					10	\$900.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					10	\$900.00		0.00			
		Week: 11/05/12	11/11/12	M-----					2	\$900.00		0.00			
N 2	WCPO	10/20/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$575.00		0.00			



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Contract / Revision **308210** Flight Dates **10/17/12-11/05/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/16/12

Order Sep 00:20:00

Advertiser **Donovan - Fischer / Rep / S** Product **Candidate. Donovan-Fischer** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WCPO	10/20/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$575.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$575.00		0.00			
N 3	WCPO	10/21/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$575.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$575.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$575.00		0.00			
N 4	WCPO	10/17/12	11/05/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	6	\$1,125.00	P-1	0.00	NM	14	\$15,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$1,125.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$1,125.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$1,125.00		0.00			
		Week: 11/05/12	11/11/12	M-----					1	\$1,125.00		0.00			
													Totals	48	\$44,400.00